

Message Text

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INFO OCT-01 NEA-09 ISO-00 EB-07 /017 R

DRAFTED BY COM:OED:DEPD: PAT CASEY:JW

APPROVED BY EB/OCA/REP/BEBYRON

COM:OED:DEPD: JAMILLER

COM:OED:DEPD: RLPRITCHARD

NEA/INS/RMORLEY (INFO)

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O R 232132Z APR 75

FM SECSTATE WASHDC

TO AMEMBASSY NEW DELHI IMMEDIATE

INFO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

UNCLAS STATE 093661

E.O. 11652: N/A

TAGS: BTRA, IN

SUBJECT: FOREIGN BUYER PROGRAM: VISIT OF S.C. SINGHAL

REF: NEW DELHI 4675

1. PER REFTTEL, USDOC/BIC HAS ARRANGED FOLLOWING PLANT VISITS FOR SINGHAL IN AREAS REQUESTED:

(A) BEST FOODS, INC.; 99 AVENUE A, BAYONNE, NEW JERSEY, PHONE (201) 339-6800. CONTACT: MR. JAY BEHR, PLANT MANAGER. APPOINTMENT HAS BEEN ARRANGED FOR MAY 5. SUGGEST SINGHAL CONTACT BEHR, PRIOR TO NEW YORK ARRIVAL TO ESTABLISH TIME OF VISIT. BAYONNE LOCATED APPROXIMATELY 25 MILES FROM NEW YORK CITY.

(B) BEATRICE FOODS COMPANY (BFC), ELGIN, ILLINOIS. ARRANGEMENTS BEING MADE THROUGH MR. ADAM SCHOBEL OF BFC DETROIT OFFICE, PHONE (313) 868-5810. SCHOBEL REQUESTS SINGHAL CONTACT HIM UPON ARRIVAL U.S. TO ARRANGE VISIT.

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TENTATIVE APPOINTMENT HAS BEEN MADE FOR MAY 2, COMPANY

PRODUCES MARGARINE.

2. SWIFT EDIBLE OIL COMPANY, CHICAGO, IS NOT RPT NOT INTERESTED IN MEETING WITH SINGHAL. COMPANY BELIEVES BUSINESS PROPOSAL NOT SERIOUS ENOUGH TO WARRANT PLANT VISIT.

3. IT IS IMPORTANT THAT SINGHAL VISIT ABOVE COMPANIES ON SPECIFICALLY MENTIONED DATES, AS PLANT VISITS USUALLY NOT ALLOWED FOR INTERNATIONAL VISITORS. FYI COMMERCE DOES NOT RPT NOT USUALLY MAKE ADVANCE APPOINTMENTS FOR FOREIGN VISITORS DUE FREQUENT NO SHOWS OR DELAYS IN ARRIVAL.

4. USDOC/BIC HAS BEEN ADVISED BY BOTH COMMERCE DOMESTIC INDUSTRY SPECIALISTS AND U.S. MANUFACTURERS OF MARGARINE/ SHORTENING THAT NO SUCH MANUFACTURERS LOCATED IN CLEVELAND AREA.

5. SHOULD SINGHAL REQUIRE ADDITIONAL ASSISTANCE DURING U.S. VISIT, USDOC/FOREIGN BUYER STAFF PROJECT OFFICER PAT CASEY, OED/BIC, PHONE (202) 967-3265, WILL BE HAPPY ASSIST. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE093661
Document Source: CORE
Document Unique ID: 00
Drafter: OED:DEPD: PAT CASEY:JW
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750142-1032
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750423/aaaaavrq.tel
Line Count: 83
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 NEW DELHI 4675
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 07 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07 JUL 2003 by SilvaL0>; APPROVED <03 FEB 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER PROGRAM: VISIT OF S.C. SINGHAL
TAGS: BTRA, IN
To: NEW DELHI
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006